

Facebook Update & Advertising



About Sue White

- Owner – Business Training Team - 2010
- Work with local business owners to increase visibility
- Trainer for 30+ years



Facebook Algorithm Change

- On January 11th, Mark Zuckerberg announced that Facebook would be changing its news feed algorithm to prioritize content from “friends, family and groups.”
- “As we roll this out,” Zuckerberg wrote, “You’ll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard—it should encourage meaningful interactions between people.”

How To Always Appear in News Feed

- Encourage your followers to change their settings under Following to “See First”
 - Create a short video (use Jing - <https://www.techsmith.com/jing-tool.html>)
 - Post video to page
 - Boost post to people who like the page and their friends
 - Send message to friends who have liked the page

Continue Reaching Customers on Facebook

- Post content that encourages engagement
 - Ask questions
 - Ask for suggestions or opinions
 - Post a visual and ask people to give it a caption
- The more likes, shares and comments a post receives – the more likely Facebook will put in the newsfeed
 - DO NOT ASK for comments – it is against Facebook rules and could get your page banned
- Create quality optimized content – give value
 - Always add an optimized image

Post Viral Content

- Look on popular sites in your industry
- See what is getting comments, likes, shares
- Share –
 - Share to Page
 - Select your page
- Comment
 - Add link to your website
- Tool to help you find viral posts
 - <https://www.postplanner.com/> \$36/year



Continue Reaching Customers on Facebook

- Use Hashtags - keywords
- Avoid using 3rd party scheduling programs
 - Scheduling posts within Facebook is still ok
- Boost posts periodically to people who have liked your page and their friends
- Do more Facebook Live Videos
 - Live videos are favored under the new algorithm
- Backlink from other social media sites
- Turn on Visitor Posts

Facebook Ads

- What is your marketing objective?
 - What do you want people to do when they see your ad?
 - Awareness – generate interest
 - Reach – the around a location
 - Consideration – create desire for more information
 - Traffic
 - Engagement
 - Conversion – close the sale

Elements Of Successful Ad

- Visual – clear, simple, appealing
- Relevant – know your target audience
- Value Proposition – what will they receive
- Call-to-Action – tell the visitor what you want them to do

Facebook Ad Levels

- Campaign – what is the objective of the ad?
- Ad Account – use if doing for multiple companies
- Ad Set Level –
 - who are we marketing to?
 - Where do I want the ad displayed?
 - Budget and schedule
- Ad Level – create ad

Steps

- Pages dropdown/Create Ad
- What is the objective of your ad?
- Audience
 - Location
 - Age range – look at the insights for your page
 - Detailed Targeting – interested in
- Build Ad

Facebook Pixels

- What is it? A piece of code on your website
- Helps you leverage the actions people take on your website
- Build a custom audience based on those actions
- Build Look Alike audiences

Installing Pixels

- Ads Manager/Pixels
- One Pixel per account
- Add to Header code of website
 - WordPress use Insert Header/Footer Plugin
- For Events – need to install code on specific pages
- Use Fiverr.com for easy help

Questions?

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